

# Nguyen Van Anh

## Digital Marketing

*Short-term: Try to adjust to your new work environment as soon as feasible. Apply your expertise and experience to meet the employment objectives. Develop into a thoughtful, sociable, creative, and notably responsible employee.*

*Long-term: Goals include working in a competitive and difficult environment. Constantly gaining professional abilities and learning to put me in a higher position to contribute to the company's development and market position.*

## Experience

### Digital Marketing

#### PHAT KY FOOD COMPANY

(August 2023 - February 2024)

- Research customers, competitors in the FnB industry, and the market to develop effective marketing strategies and campaigns.
- Plan detailed preparations for monthly campaigns/promotions, collaborating with support units to execute restaurant programs across various sales platforms (Shoppe Food, Befood, etc.).
- Analyze customer needs and collaborate with customer service teams to implement online and offline programs.
- Social: Develop and execute specific plans for thematic content across all social media platforms (Facebook, Zalo, Tiktok, Youtube, etc.).
- Independently design all advertising materials (banners, posters, videos, landing pages, Facebook posts).
- Customer service: Manage the Hotline, create auto-reply messages, and scripts for quick and accurate customer responses. Drive digital conversion.
- Content performance: Plan, budget, and run in-depth advertising for food/services/quality, averaging 2-3 posts per month.
- Website: Plan SEO articles, keyword research, content reviews to boost Google recognition, increase search traffic, and appear on Google Maps.
- Upgrade website features and optimize the interface.
- Achievements:
  - Potential and new customers increased by 215% in the first 6 months.
  - Average of 300-400 messages and calls per month.
  - Revenue increased by 56% compared to the same period last year.
  - Recognition reached 978 SEOquake and keywords ranked 37th in 6 months.

### Digital Marketing

#### QT AN THINH CONSTRUCTION COMPANY

(June 2022 - July 2023)

- To provide the best user experience, perform page optimization management, content layout, and modification of the way the company website performs.
- Carry out specific tasks on diverse Social Marketing platforms including Google Adwords, Facebook Ads, Zalo, TikTok, and Youtube, aligning with distinct campaigns specified by each department head.
- Create seeding articles, satellite accounts, and join groups to distribute content.
- Analyze data, summarize revenue, and report on a monthly basis based on the figures and goals met by each campaign.
- In Q2, revenue surged by over 80% from Q1. The organization successfully obtained eight package construction projects, finished six constructions, and offered consultations to thirty construction units.

### Web developer

#### ONICORN MEDIA JOINT STOCK COMPANY

(July 2021 - May 2022)

- Joined the Full Stacks Web project team, actively participating in planning discussions, brainstorming ideas, and taking charge of allocated code functionalities.
- Collaborated with the Fix Bugs team to improve website harmony, optimize performance, and enhance user-friendliness, focusing on design patterns and security.
- Involved in the Back-End development of the "womentech.com.vn" website using Laravel and PHP.



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## Education

2019 - 2021

Thu Duc College Of Technology

- Information Technology
- Good

## Certifications

Toeic 550+ (2021).

Third prize in the competition  
"Thử Thách Lập Trình" school  
level (2020).

Scholarship for 4th-semester  
studies (2021).

Scholarship for 2nd-semester  
studies (2020).

## Activities

Volunteers will help with the test  
season in 2020 and 2021.

Join the militia and battle COVID  
2021.

Participate the Green Summer  
Campaign.

## Skills

Microsoft Office

HTML/CSS/JS

Content SEO Marketing

GOOGLE ADS/ FACEBOOK ADS

Design with PHOTOSHOP, AI,  
CANVAS, CAPCUT,...